



DRAWINGS  
FOR  
APPLICATION  
FOR  
UNITED STATES LETTERS PATENT

TITLE: COLLECTING AND ANALYZING SURVEY DATA  
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H. COEN  
FIGURES: 1 through 17  
SHEETS: 17

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FIG. 1 is a block diagram of a network system 10. The network system 10 includes a server 12, a network 14, and two clients 16. The server 12 is connected to the network 14, which is in turn connected to the clients 16. The server 12 includes a processor 22, a storage medium 24, an operating system 26, an engine 28, a library 30, and a protocol stack 32.

10

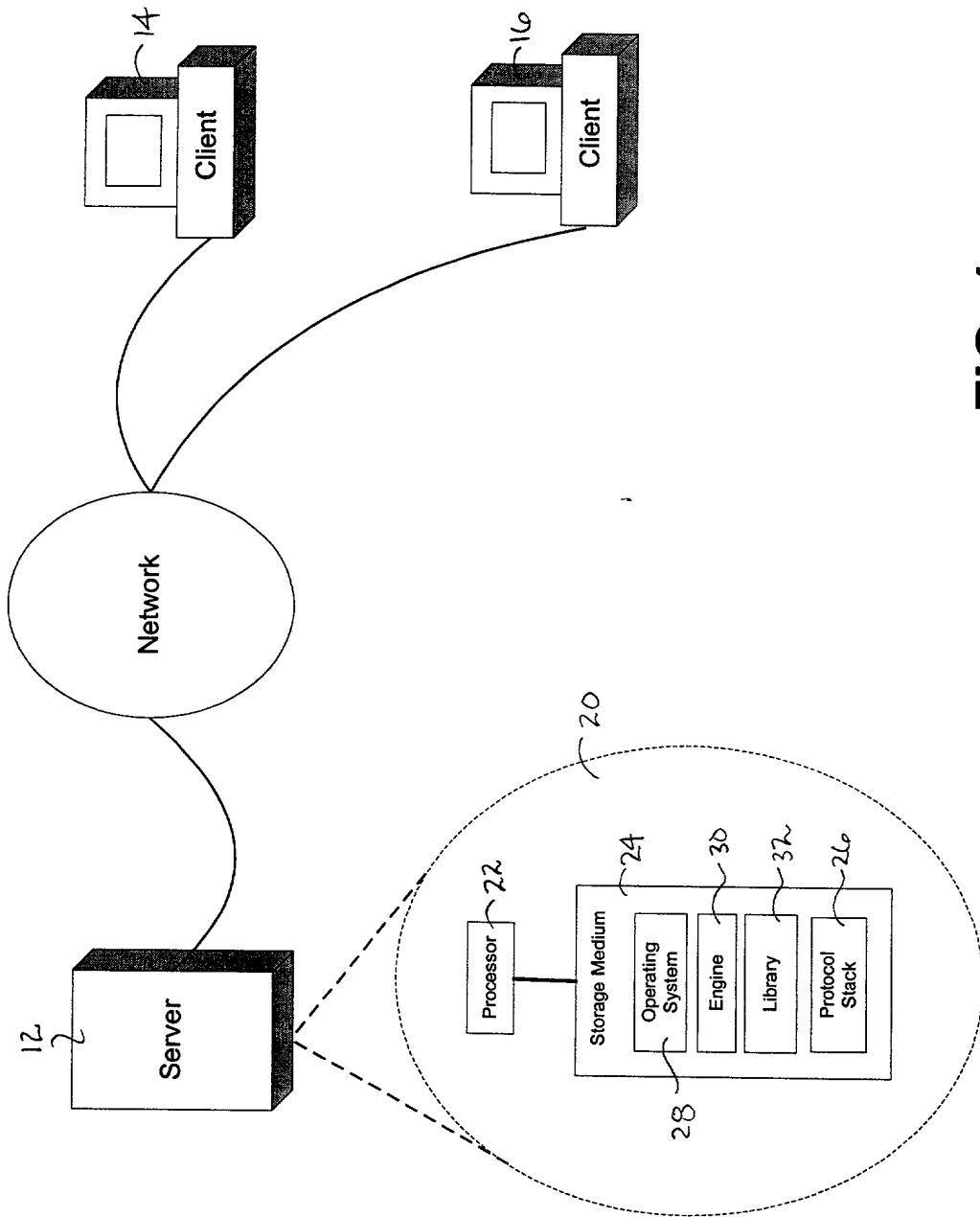
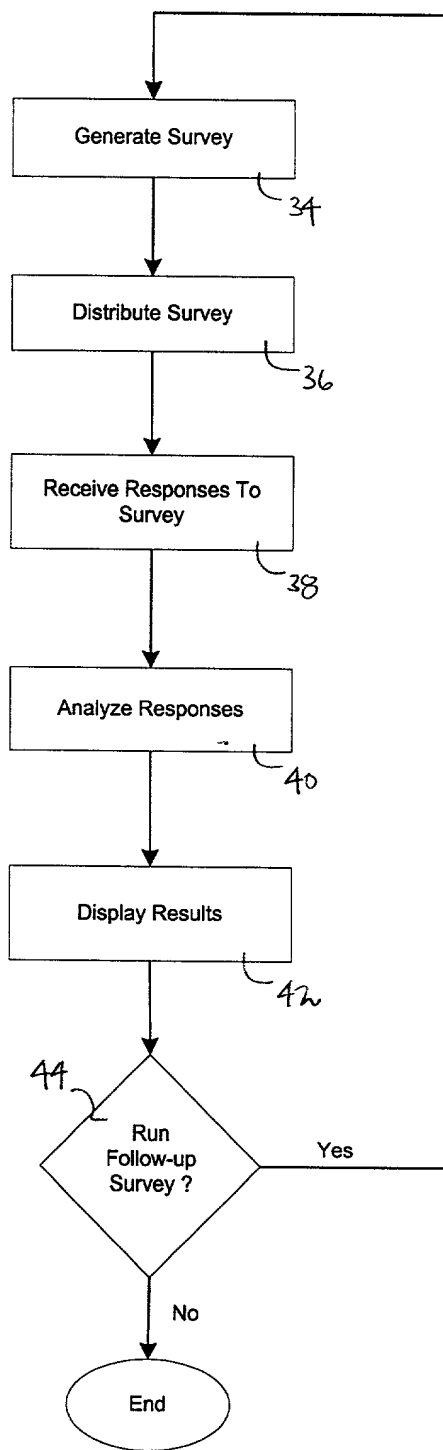


FIG. 1

18



**FIG. 2**

## A. General Purpose Survey

How are we doing overall?

## B. General Area Surveys

How are we specifically doing in any of:

- 1) Customer Satisfaction ~50
- 2) Channel Relationships ~52
- 3) Competitive Position ~54
- 4) Image ~56
- 5) Awareness ~58

## C. Focus Surveys

Customer: \_\_\_\_\_

Reseller Satisfaction Surveys:

- Sur 1) How does reseller satisfaction vary across:
  - products? ~66
  - product/service attributes? ~68
  - customer segments? ~70
- Comp 2) How can we use reseller satisfaction to improve profitability? Are there:
  - competitive performance gaps?
  - expectations gaps?
- Position 3) For similar products/services, how satisfied

Channel Relationship Surveys

Awareness Surveys

FIG. 3

72  
7

ACME

## Actions ~74

### Manage Surveys

Select & Run ~80  
Survey ~87

Manage Existing Surveys

### Perform Analysis

View ~84  
Report Card

View ~86  
Leverage Points

### View Data

Create ~88  
Charts & Graphs

View Customer Segments ~90

Examine, modify, or re-use surveys you've previously created.

## Recent Surveys ~76

Name ~92

1) General Survey  
How are we doing overall?

2) Reseller Satisfaction  
How does it vary across product lines?

3) Situation Assessment  
Where does performance most need improvement?

more...

Date

10/1/00

Status

75%

85%

94%

## Indicators ~78

Reseller Satisfaction by Product  
9/1/00 - 10/1/00

Product 1 8.5 ↑ +5%

Product 2 6.5 ↓ -7%

Product 3 5.4 — +3%

Overall 7.5 ↑ +4%

100

Satisfaction w/After-Sale Service  
9/1/00

ACME 3.5

Nortel 7.5

Lucent 5.4

more...

FIG. 4

## Survey Selector

Recommend Next Survey

Name		Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationship		
	Customer Satisfaction		
	Competitive Position		
	Awareness		
	Image		

100%

OK

Hint:

Click on any survey name to access it. If you'd like BizSensor to recommend the next survey, click on Recommend Next Survey above.

- ☒ Turn off this hint in the future.
- ☒ Turn off all hints in the future.

Never

Go to Focus Survey Library

FIG. 5

ACME

Account Info    Customer Support    Online Tutorial    Help

Recommend Next Survey

## Survey Selector

	Name	Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationships	9/7/00	85%
	Customer Satisfaction	Never	Scheduled 10/12/00
	Competitive Position	9/1/00	94%
	Awareness	Never	—
	Image	Never	—
C.	Go to Focus Survey Library		

FIG. 6

## Surveys

### Question To Answer

## Last Run

## Channel Relationships

1) Overall, how satisfied are resellers?

62

2) How does reseller satisfaction vary across:

**- products?**

## Customer Satisfaction

**- product/service attributes?**

**-- customer segments?**

3) For similar products/services, how satisfied are resellers with our products versus those of competitors?

**Never**

## Competitive Position

4) How can we use reseller satisfaction to improve profitability? Are there:

**Never**

## Awareness

**- expectations gaps?**

## - competitive performance gaps?

**- areas of over and underperformance?**

## Image

**FIG. 7**



## General Purpose Survey


### Actions

View Results <sup>132</sup> Preview Survey <sup>130</sup> Edit Survey <sup>132</sup>

### Running the Survey

Run this survey: <sup>142</sup> Now <sup>144</sup> Schedule <sup>146</sup>

### Recent General Surveys

Date	Status	# Respondents
1) 10/1/00	75% 	190 <sup>130</sup>
2) 9/1/00	Complete	275
3) 8/15/00	Complete	300

### Deployment Options:

<sup>143</sup> Channels <sup>150</sup> Locations <sup>152</sup> Audience <sup>154</sup>

Automatically run this survey: ☒

<sup>156</sup> <sup>155</sup> 1 ☒ Months ☒

FIG. 8

120  
2

## General Purpose Survey

### Running the Survey

Actions		Run this survey:	
<a href="#">View Results</a>	<a href="#">Preview Survey</a>	<a href="#">Now</a>	<a href="#">Schedule</a>

Recent General Surveys		Deployment Options:	
Date	Status	# Respondents	
1) 11/1/00	Scheduled		<a href="#">Channels</a>
2) 10/1/00	75%	190	<a href="#">Locations</a>
3) 9/1/00	Complete	275	<a href="#">Audience</a>

Automatically run this survey: ☒

Every: 1  Months

Click here for details about the 9/1 survey, including access to descriptive statistics.

FIG. 9

if it could read and if it could write it would be a great idea

160

ACME

← Previous Screen

### Survey Editor: Customer Satisfaction

1) Do you currently own or use a laptop computer?

- (68)
- ☒ Yes, I own a laptop computer
  - ☒ Yes, I use a laptop computer that I don't own
  - ☒ No, I neither own nor use a laptop computer
  - ☒ No, I used to use a laptop computer but no longer do

2) How long have you owned or used any brand of laptop computer?

- ☒ Less than 1 year
- ☒ 1-3 years
- ☒ More than 3 years
- ☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

- ☒ Dell
- ☒ IBM
- ☒ Compaq

Modify Selected Question

162 — Edit

164 — Delete

166 — Insert

▲ ▼

Actions

172 — Save

174 — Undo

176 — Redo

178 — Reset

180 — Done

FIG. 10

# Report Card for ACME widget

Period: 9/1/00 - 10/1/00

## Customer Satisfaction 184

Product 186	75%	↑	+4%
Loyalty 188	50%	—	+1.2%
Services 190	35%	—	-0.2%

## Most Satisfied Resellers

Reseller 1	8.5	210	216	↓	+1.2%
Reseller 2	8.3	212	216	↑	+4.0%
Reseller 3	8.1	214	216	↓	+1.2%
Reseller 4	7.5	214	216	↓	-3.0%

## Least Satisfied Resellers

Reseller 5	3.5	222	224	230	↓	-2.0%
Reseller 6	3.9	226	226	226	—	+1.2%
Reseller 7	4.2	226	226	226	↑	+3.0%
Reseller 8	4.5	228	228	228	↓	-0.2%

## Strategic Position - Ranking 202

As of: 10/1/00	Previously: 9/1/00
1) Company 1	1) Company 1
2) Company 2	2) Company 2
3) ACME	3) ACME
4) Company 3	4) Company 4
5) Company 4	5) Company 3

ACME

Account Info Customer Support Online Tutorial Help

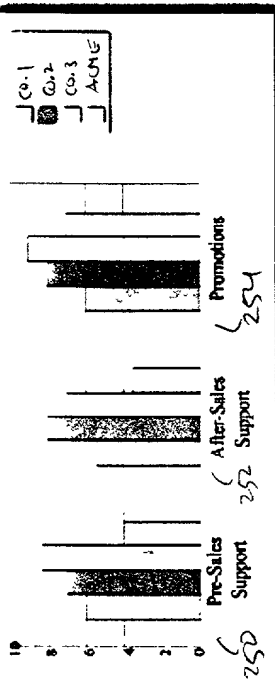
Page 1 | Page 2 | Main

Recommend Next Survey

FIG. 11

236 Page 1 | Page 2 | Main

## Under Performance



## Hi's/Low's

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

**FIG. 12**

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ACME

**Report Card for: ACME Widget**  
Period: 9/1/00 - 10/1/00

Page 1 | Page 2 | Main

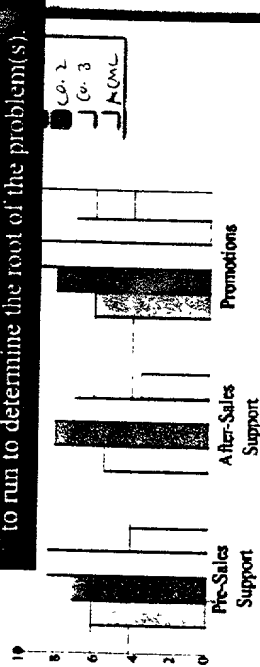
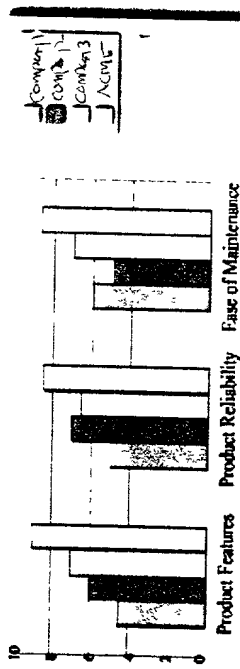
268

Recommend Next Survey

270

Under Performance

Get a recommendation for more specific survey(s) to run to determine the root of the problem(s).



**Key Indicator Trends**

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

**Hi's/Low's**

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

**FIG. 13**

## General Area Surveys

### Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	✓
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	X
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		X
Awareness			X
Image	Not Indicated	Never	X

FIG. 14

## General Area Surveys

### Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	Not Indicated	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

**FIG. 15**



## General Area Surveys

### Preview and Deploy Selected Surveys

272

Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	User Selected (280)	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

**FIG. 16**

Reseller Satisfaction for Acme Widget  
Recommend Next Survey

## Displays

### Performance Ratings

## Demographics

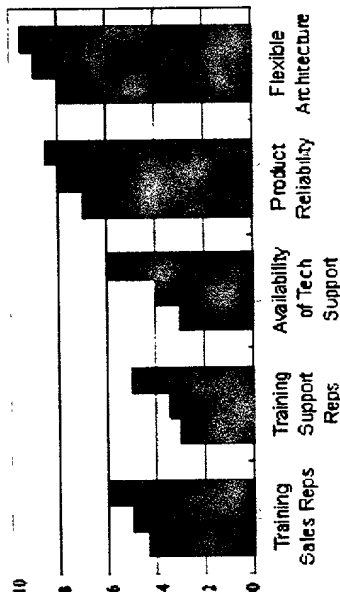
## Recommend Next Survey

## By Reseller

288

☐ Small, < \$1M  
☐ Medium, > \$1M, < \$10M  
☐ Large, > \$10M

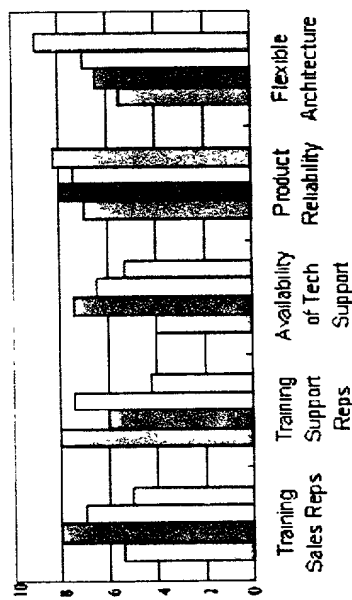
Sales Per Year



By Competitor ) 290

250

Siemens  
Lucid  
Nortel  
NFC



**FIG. 17**